



FRANKLIN'S  
**FRIENDS**  
Helping Pets Across Central Florida

2019-20  
Corporate Partnership  
Opportunities



# FRANKLIN'S FRIENDS

Helping Pets Across Central Florida

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June 2, 2019

Dear Sir/Madam,

I am the president of Franklin's Friends. We are an all-volunteer nonprofit 501(c)(3) organization whose mission is to support Central Florida animal welfare by fundraising for local nonprofit and government agencies that are dedicated to Shelter/Rescue, Spay/Neuter, or Community Education programs. Over the past 15 years Franklin's Friends has raised over 1.5 million dollars local animal welfare. Our website is [www.franklinsfriends.info](http://www.franklinsfriends.info)

We raise money primarily through two signature events – a fall dog walk-a-thon and a spring semiformal gala.

The sixth annual **HOWL-O-WEEN** Dog Walk-a-Thon and Canine Costume Contest will be on October 26, 2019 at Secret Lake Park in Casselberry. We will have a dog walk, canine costume contest, adoptable dogs, pet-friendly vendors, music and much more! We expect over 500 animal lovers will come out and enjoy a morning of fun for the whole family. Last year **HOWL-O-WEEN** raised over \$52,000.

The seventh annual *Unleashed. Uncorked. Unframed.* will be held on May 16, 2020 at the beautiful Mediterranean-themed Holy Trinity Reception Center in Maitland. It will be a magical evening with exemplary wines, gourmet cuisine, a spectacular auction, and a private art sale. We anticipate almost 250 animal lovers will don their cocktail attire and come together to support Franklin's Friends and local animal welfare. In 2019 *Unleashed. Uncorked. Unframed.* raised a record \$140,000.

In order to continue our efforts to support Central Florida animal welfare, we need the help of business leaders like you. We offer both annual corporate partnership opportunities and sponsorship opportunities for the individual events. These opportunities are detailed on the following pages. If you would like to join us as a corporate partner please complete and submit the enclosed form.

If you have any questions, please email me at [franklinsfriends@gmail.com](mailto:franklinsfriends@gmail.com) or call me at (407) 461-1768. Thank you for your support!

*Monisha Seth*

Monisha Seth, President  
Franklin's Friends, Inc.



# FRANKLIN'S FRIENDS

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## 2019-20 Annual Corporate Partnership Packages

DONOR BENEFITS	PLATINUM PAW PARTNER \$25,000	GOLD PAW PARTNER \$12,500	SILVER PAW PARTNER \$6,250	BRONZE PAW PARTNER \$2,500
"Presented by (your name)" on all advertising (typically radio and print) for all Franklin's Friends events*				
Your company recognized as sponsor of "Tuesday's Tails" social media feature				
Logo on all marketing materials for all Franklin's Friends events*				
Logo and web link on home page of Franklin's Friends website				Name and web link
<i>Unleashed. Uncorked. Unframed.</i> Sponsor Benefits	Presenting Sponsor	Great Dane Sponsor	Golden Retriever Sponsor	Labrador Sponsor
<b>HOWL-O-WEEN</b> Sponsor Benefits	Presenting Sponsor	Great Dane Sponsor	Golden Retriever Sponsor	Labrador Sponsor
Recognition in all Franklin's Friends email blasts	Logo and web link	Logo and web link	Name and web link	Link to Corporate Partners Page

\*Production lead time permitting

- If you prefer, we can create a customized partnership package tailored to your specific needs
- In-kind sponsors will receive all of the sponsorship level benefits except for event tickets/walk entries
  - Donor benefits apply for 12 months from the date of commitment to corporate partnership



## 2019 Sponsorship Packages

- If you prefer, we can create a customized sponsorship tailored to your specific needs
- In-kind sponsors will receive all of the sponsorship level benefits except for walk entries

DONOR BENEFITS	PRESENTING SPONSOR \$10,000	GREAT DANE SPONSOR \$5,000	GOLDEN RETRIEVER SPONSOR \$2,500	LABRADOR SPONSOR \$1,000	BEAGLE SPONSOR \$500	CHIHUAHUA SPONSOR \$250
“ <b>HOWL-O-WEEN</b> presented by (your name)” on all advertising (typically radio and print)*						
Your company representative leads off dog walk						
Your logo on event signage at <b>HOWL-O-WEEN</b> *						
Your logo on all marketing materials for <b>HOWL-O-WEEN</b> *						
Your company representative is a judge for the Canine Costume Contest						
Your company thanked during <b>HOWL-O-WEEN</b>						
10 x 10 premium booth space at <b>HOWL-O-WEEN</b> with signage recognizing your sponsorship						
Logo and web link on Franklin’s Friends website	12 months	9 months	8 months	7 months	5 months	3 months
Logo and web link on <b>HOWL-O-WEEN</b> website from commitment until 6 months after event	Home page and Sponsors page	Home page and Sponsors page	Sponsors page	Sponsors page	Sponsors page	Name/link on Sponsors page
<b>HOWL-O-WEEN</b> Social Media Mentions	12 mentions	9 mentions	7 mentions	5 mentions	3 mentions	1 mention
<b>HOWL-O-WEEN</b> Walk Entries	15 entries	10 entries	8 entries	6 entries	4 entries	2 entries

\*Production lead time permitting



*Unleashed. Uncorked. Unframed.*

## 2020 Sponsorship Packages

- If you prefer, we can create a customized sponsorship tailored to your specific needs
- In-kind sponsors will receive all of the sponsorship level benefits except for tickets

DONOR BENEFITS	PRESENTING SPONSOR \$10,000	GREAT DANE SPONSOR \$5,000	GOLDEN RETRIEVER SPONSOR \$2,500	LABRADOR SPONSOR \$1,000	BEAGLE SPONSOR \$500
<i>“Unleashed. Uncorked. Unframed. presented by (your name)”</i> on all advertising (typically radio and print)*					
Your logo on all <i>Unleashed. Uncorked. Unframed.</i> marketing materials*					
Your logo on invitation to <i>Unleashed. Uncorked. Unframed.*</i>					
Your logo displayed on signage at <i>Unleashed. Uncorked. Unframed.*</i>					
Your promotional item in swag bag given to all <i>Unleashed. Uncorked. Unframed.</i> guests					
Your company thanked during <i>Unleashed. Uncorked. Unframed.</i>					
Your logo and web link on <i>Unleashed. Uncorked. Unframed.</i> electronic auction bidding site					
<i>Unleashed. Uncorked. Unframed.</i> Reserved VIP Tickets	2 tables of 10	1 table of 10	4 tickets	2 tickets	
<i>Unleashed. Uncorked. Unframed.</i> Social Media Mentions	12 mentions	9 mentions	6 mentions	3 mentions	1 mention
Your logo and web link on Franklin’s Friends website	12 months	9 months	6 months	3 months	3 months
Your logo and web link on <i>Unleashed. Uncorked. Unframed.</i> website from commitment until 6 months after event	Every page	Every page	Sponsors page	Sponsors page	Name/Link on Sponsors page
Recognition in <i>Unleashed. Uncorked. Unframed.</i> email blasts	Name, logo and web link	Name and web link	Name and web link	Link to sponsors page	Link to sponsors page

\*Production lead time permitting



# FRANKLIN'S FRIENDS

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## 2019-20 Corporate Partnership Commitment Form

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Business Website:** \_\_\_\_\_

### Desired Sponsorship Level:

Platinum Paw Partner	\$25,000
Gold Paw Partner	\$12,500
Silver Paw Partner	\$6,250
Bronze Paw Partner	\$2,500

Please email your high resolution logo to [franklinsfriends@gmail.com](mailto:franklinsfriends@gmail.com)

- Check here if your donation is an in-kind donation
- We are unable to participate as a sponsor. Enclosed is our donation of \$\_\_\_\_\_

### Payment Method:

- Check made payable to Franklin's Friends       Credit Card (AmEx, Visa, MC, Discover)

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Name on Card Printed/Signature: \_\_\_\_\_

If you prefer to pay by phone, please call (407) 461-1768

Application can be mailed to Franklin's Friends, 901 Versailles Circle, Maitland, FL 32751, faxed to (407) 629 8803, or e-mailed to [franklinsfriends@gmail.com](mailto:franklinsfriends@gmail.com).

For more information, please call 407-461-1768.

**A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 IN FL OR VISITING <http://www.freshfromflorida.com/Consumer-Resources>. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Florida registration CH38383. No fees paid to professional fund-raising consultant or solicitor. The organization receives 100% of each donation.**



# FRANKLIN'S FRIENDS

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## Franklin's Friends Statistics

### 1. Marketing Reach Statistics

- Email list – 2000 subscribers
- USPS mailing list – 1190 addresses
- Websites
  - Organization website: [www.franklinsfriends.info](http://www.franklinsfriends.info)
    - Average 24,821 hits/month YTD 2019
  - “Unleashed. Uncorked. Unframed.” event website: [www.unleashedfundraiser.info](http://www.unleashedfundraiser.info)
    - Average 18,218 hits/month YTD 2019
  - HOWL-O-WEEN event website: [www.franklinsfriends.dojiggy.com](http://www.franklinsfriends.dojiggy.com)
    - Statistics unknown (The site is run by a walkathon software company and Google analytics was incorrectly enabled this year. This has been corrected for this year.)

### 2. HOWL-O-WEEN Dog Walk-a-Thon and Canine Costume Contest Statistics

- Family friendly walk-a-thon with a leisurely dog walk, canine costume contest, vendors, adoptable dogs, and more!
- 2018 Event
  - October 27, 2018 at Secret Lake Park in Casselberry
  - Approximately 500 attendees (\$20 registration fee in advance; \$25 at the door; waived for those who raise \$100)
  - Raised almost \$52,000
  - Major sponsors included AdventHealth, WMMO, Center for Digestive Health, Community Corner, Duke Energy, SeaWorld Parks & Resorts Orlando, Thrive Affordable Vet Car, Trendy Little Sweethearts, Common Sense Office Furniture, Law Offices of Hoyt & Bryan
  - Full list of sponsors available at <http://www.franklinsfriends.info/HOWLOWEEN2018sponsors.php>
- 2019 Event
  - October 26, 2019 at Secret Lake Park in Casselberry
  - Anticipate 600 attendees (\$20 registration fee in advance; \$25 at the door; waived for those who raise \$100)
  - Fundraising goal \$55,000
  - Sponsor recruitment ongoing

3. "Unleashed. Uncorked. Unframed." Statistics

- Semiformal Gala
- 2019 Event
  - May 4, 2019 at Holy Trinity Reception Center
  - 245 attendees (tickets \$125; \$175 VIP; \$2000 reserved VIP table for 10)
  - Raised over \$132,000
  - Major sponsors included AdventHealth, WMMO, John Michael Exquisite Weddings and Catering, Community Corner, Big Fin Seafood Kitchen , Foot & Ankle Sports Medicine Institute, and Southern Glazers Wine and Spirits
  - Full list of sponsors available at <http://www.unleashedfundraiser.info/#sponsors>
- 2020 Event
  - May 16, 2020 at the beautiful Mediterranean themed Holy Trinity Reception Center
  - Anticipate sellout at 245 attendees (ticket price TBD)
  - Fundraising goal \$125,000
  - Sponsor recruitment is ongoing

4. Current Annual Corporate Partners (see above for individual event sponsors)

- Gold Paw Partner AdventHealth
- Gold Paw Partner WMMO
- Silver Paw Partner Community Corner
- Bronze Paw Partner Trendy Little Sweethearts